Rep Order# 6842894 **Ver#** 1 Status New Traffic Order# 6842894 EC'd Yes

**Printed:** 08/16/2012 2:12 PM Last Received: 08/16/2012 11:11 AM

**Showing Buylines:** All Lines

Station KTNV-TV LAS VEGAS, NV

) .RNC IE Advertiser (

RNC IÉ **Product** Estimate# 3036

**Buyer** Tracey Robinson

Phone# Fax#

) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm Agency Sales Office (

& PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314

Agency C/P1/P2/E 20/444/3036

Flight Dates 08/18/2012 - 08/24/2012

**Hiatus Weeks** 

Salesperson Phone#

Salesperson FAX#

Salesperson (

215-567-6005 215-567-5938

) PHILADELPHIA

) ANJIE BRADY

1 of 4

# --- CONTRACT COMMENT ---

SC=\*

## --- REMARKS ---

THIS IS A NEW CONTRACT TOTAL 17,600 PLS CONFIRM ASAP THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating	1 g: 1.4	М	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/20-08/20	1	1	1	\$450.00	
Rating	2 g: 1.4	TU	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/21-08/21	1	1	1	\$450.00	
Rating	3 g: 1.4	W	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/22-08/22	1	1	1	\$450.00	
Rating	4 g: 1.4	TH	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/23-08/23	1	1	1	\$450.00	
Rating	5 g: 1.4	F	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/24-08/24	1	1	1	\$450.00	
Rating	6 g: 1.5	М	4P-5P	JUDGE JUDY	:30	\$400.00	08/20-08/20	1	1	1	\$400.00	
Rating	7 g: 1.5	TU	4P-5P	JUDGE JUDY	:30	\$400.00	08/21-08/21	1	1	1	\$400.00	
Rating	8 g: 1.5	W	4P-5P	JUDGE JUDY	:30	\$400.00	08/22-08/22	1	1	1	\$400.00	

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Station KTNV-TV LAS VEGAS, NV Advertiser ( ) .RNC IE Product RNC IE Estimate# 3036			Agency ( & PLA & PLA ALEXA Agency C/P1/P2/I	NG Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY									
Buyer Phone# Fax#	Tracey Robinson			Flight Dates Hiatus Weeks		08/18/2012 - 08/24/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
9 Rating: 1.!	TH 5	4P-5P	JUDGE JUDY		:30	\$400.00	08/23-08/23	1	1	1	\$400.00		
10 Rating: 1.	F 5	4P-5P	JUDGE JUDY		:30	\$400.00	08/24-08/24	1	1	1	\$400.00		
11 Rating: 1.8	M 3	5P-530P	ACTION NWS@5PM		:30	\$500.00	08/20-08/20	1	1	1	\$500.00		
12 Rating: 1.8	TU 3	5P-530P	ACTION NWS@5PM		:30	\$500.00	08/21-08/21	1	1	1	\$500.00		
13 Rating: 1.8	W 3	5P-530P	ACTION NWS@5PM		:30	\$500.00	08/22-08/22	1	1	1	\$500.00		
14 Rating: 1.8	TH	5P-530P	ACTION NWS@5PM		:30	\$500.00	08/23-08/23	1	1	1	\$500.00		
15 Rating: 1.8	F	5P-530P	ACTION NWS@5PM		:30	\$500.00	08/24-08/24	1	1	1	\$500.00		
16 Rating: 1.!	SU 5	6P-630P	ACTION NWS@6PM		:30	\$500.00	08/19-08/19	1	1	1	\$500.00		
17 Rating: 1.2	M 2	730P-8P	MILLIONAIRE		:30	\$400.00	08/20-08/20	1	1	1	\$400.00		
18 Rating: 1.2	TU 2	730P-8P	MILLIONAIRE		:30	\$400.00	08/21-08/21	1	1	1	\$400.00		
19 Rating: 1.2		730P-8P	MILLIONAIRE		:30	\$400.00	08/22-08/22	1	1	1	\$400.00		

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**Showing Buylines:** All Lines

Station KTNV-TV LAS VEGAS, NV Advertiser ( ).RNC IE Product RNC IE Estimate# 3036					& PLAC ALEXA <b>Agency C/P1/P2/E</b>		Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY						
Buyer Tracey Robinson Phone# Fax#				Flight Dates Hiatus Weeks	08/18/2	012 - 08/24/2012	Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938				
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
Rating	20	TH	730P-8P	MILLIONAIRE		:30	\$400.00	08/23-08/23	1	1	1	\$400.00	
Rating	21 : 1.2	F	730P-8P	MILLIONAIRE		:30	\$400.00	08/24-08/24	1	1	1	\$400.00	
Rating	22 : 5.0	TH	630P-930P	NFL PRE-SEASON		:30	\$2,500.00	08/23-08/23	1	1	1	\$2,500.00	
Rating	23 : 2.5	TU	11P-1135P	ACTION NWS@11P		:30	\$1,200.00	08/21-08/21	1	1	1	\$1,200.00	
Rating	24 : 2.5	TH	11P-1135P	ACTION NWS@11P		:30	\$1,200.00	08/23-08/23	1	1	1	\$1,200.00	
Rating	25 : 2.5	F	11P-1135P	ACTION NWS@11P		:30	\$1,200.00	08/24-08/24	1	1	1	\$1,200.00	
Rating	26 : 1.2	М	1135P- 1205A	ABC-NITELINE		:30	\$450.00	08/20-08/20	1	1	1	\$450.00	
Rating	27 : 1.2	TU	1135P- 1205A	ABC-NITELINE		:30	\$450.00	08/21-08/21	1	1	1	\$450.00	
Rating	28	W	1135P- 1205A	ABC-NITELINE		:30	\$450.00	08/22-08/22	1	1	1	\$450.00	
Rating	29 : 1.2	ТН	1135P- 1205A	ABC-NITELINE		:30	\$450.00	08/23-08/23	1	1	1	\$450.00	

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ALEXANDRIA, VA 22314

**Showing Buylines:** All Lines

Agency ( ) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm & PLACEMENT, 815 SLATER LANE Sales Office (

**Agency C/P1/P2/E** 20/444/3036

Flight Dates 08/18/2012 - 08/24/2012 Salesperson Phone# 215-567-6005 Hiatus Weeks Salesperson FAX# 215-567-5938

> Len Rate Dates Spots/Week # of Total Cost Total Daypart Weeks Spots \_\_\_\_ :30 \$450.00 08/24-08/24 1 1 1 \$450.00

Salesperson (

) PHILADELPHIA

) ANJIE BRADY

Rating: 1.2

Station

**Product** 

**Buver** 

Fax#

Phone#

Estimate#

Ln

30

Advertiser

#### ---REPORT TOTALS---

Report Totals: 30 / \$17,600.00

KTNV-TV LAS VEGAS, NV

) .RNC IE

Time

1135P-

1205A

Program

ABC-NITELINE

Tracey Robinson

RNC IE

Day

F

3036

#### ---SALES MONTHLY TOTALS---

Aug 12: 30 / \$17,600.00 Sales Totals: 30 / \$17,600.00

Station Totals: 30 / \$17,600.00 Lines not sent/rcld/rtrn: 0 / \$0.00

billes not sent/iciu/itili. 0 / \$0.

---COMPETITIVE---

Market Totals \$110,000 KBLR 0 % KLAS 0 % KSNV 60% KTNV 16% KTUD 0% KVCW 1% 6% 17% KVMY KVVU

## ---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

## --- CREDIT RISK ---

CASH IN ADVANCE